fashion calendar

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOC. EDITOR

8 EAST 77th STREET NEW YORK 21, NEW YORK TRAFALGAR 9-2343

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File

20th YEAR • A WEEKLY PUBLICATION

Week of June 6, 1960

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| january | july |
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE WHAT'S GOING ON GIVEN BY WHERE

| | WEEK ENDING FRIDAY, JUNE 3, 1960 | |
|--|--|---|
| Thursday June 2 9:00 A.M. Coffee | PRESS PREVIEW: FALL TINA LESER, INC. COLLECTION Tina Leser's Fall collection. Showing at 9:30. I after at 10:30 and 2:30. Contact: Carol Stewart, | SHOWROOM - 10TH FLOOR By invitation. There- |
| Thursday June 2 9:30 A.M. Breakfast | OPENING OF FALL PHILIP ROBERTSON COLLECTION (530 SEVENTH AVENUE) Philip Robertson's Fall collection, by invitation. showings thereafter at showroom. Contact: Joseph | Continuous deily |
| Thursday June 2 10:30 A.M. Champagne | PRESS PREVIEW: FALL- MR. JOHN FURS WINTER FUR COLLECTION "Society Collection Of Trend-Setting Furs" show Winter collection. By invitation. Publicity: Jo | SALON - 7TH FLOOR |
| Thursday June 2 11:00 A.M. | PREVIEW OF FALL "CLOTHES FOR YOU" COLLECTION BY JOAN LESLIE By invitation. Continuous daily showings beginnin Contact: Isabelle Crawford, BR. 9-7700. | 1400 BROADWAY SHOWROOM - 16TH FLOOR g Tuesday, June 7. |
| Thursday June 2 11:45 A.M. Luncheon | OPENING OF FALL JOBERE COLLECTION Fall collection of Jobere's evening and cocktail d be served. By invitation and reservation. Showin 8, 9 at 11:45 A.M. Contact: Joseph Speaker, PE. | resses. Luncheon will |
| Thursday June 2 12:00 Noon Luncheon | PREVIEW: FALL COUNTESS ALEXANDER COUTURE COLLECTION Daytime and evening couture collection for press at tion. Thereafter showing at 12:00 Noon daily. Co | SHOWROOM - 9TH FLOOR |
| Thursday June 2 2:00 P.M. | PREVIEW: FALL AND QUALITY FURS WINTER FUR FASHIONS Fall-Winter furs by Quality and Alice Orovan. For invitation. Thereafter by appointment. Contact: CH. 4-7551. | 333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR buyers and press. By Herman Suskind, |
| June 2 | 25TH ANNUAL COLLEGE CLINIC (575 MADISON AVENUE) Back-To-School fashions from Mademoiselle's August at 4:00 P.M. Tickets: \$7.50; by invitation only. Metropolitan Opera House.) Contact: Alice Encke, | GRAND BALLROOM college issue. Show (Special buses from |
| | PRESS PREVIEW OF LESLIE FAY | 1400 BROADWAY |

Showing to the press and buying offices. By invitation. Continuous daily

beginning Tues., June 7. Contact: Isabelle Crawford, BR. 9-7700.

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FALL COLLECTION

June 2

3:30 P.M.

SHOWROOM - 16TH FLOOR

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|-------------------------------------|---|--|--|
| Thursday June 2 4:00 P.M. | | hechter's Fall-Winter coltion. Commentator: Mia | SHOWROOM - 25TH FLOOR lection of coats, suits Grau. Trade showings, |
| Thursday June 2 4:30 P.M. Cocktails | PREMIERE PREVIEW: FALL PETITE DRESSES Marty Goldberg and Max La "Martinette Petite", a ne By invitation. Thereafte WI. 7-2055. Publicity: | (530 SEVENTH AVENUE) wrence will present their w name in fashion, design r, continuous daily showi | 500 SEVENTH AVENUE first preview of ed by Claire Newman. .ngs. Contact: |
| Thursday June 2 4:30 P.M. | OPENING OF FALL DRESS COLLECTION Showing on June 2 at 4:30 OX. 5-2910. | | SHOWROOM - 4TH FLOOR |
| Thursday June 2 5:00 P.M. Cocktails | PREVIEW OF FALL COLLECTION Preview of Fall collection also June 7 at 5:00 P.M. CH. 4-3914. | n designed by Kasper for | SHOWROOM - 10TH FLOOR Arnold & Fox. Showing |
| Thursday June 2 | SHOWING OF "FALL HIGHLIGHTS" Showing of Glentex design school accessories. Publ | ed scarfs, jackets, fashi | on accents and back-to- |
| Thursday June 2- June 17 | SHOWING OF FALL COLLECTION Fall Collection of daytim daily showings. Contact: | e, afternoon and cocktail | fashions at continuous |
| Thursday June 2 | SHOWING OF FALL COAT COLLECTION Stanley Nelson will prese by Nelson Nathanson, for Publicity: Julia Berren A | (IOS ANGELES, CALIF.) nt first N. Y. showing of press and buyers. By app | Fall coats, designed |
| Thursday June 2- June 20 | FALL-WINTER CALIFORNIA FASHIONS Daytime, cocktail and ever bridal collection. Conta MU. 8-4598. | ning fashions by Maxwell | SUITE 707 Shieff; also capsule |
| Thursday June 2 | FALL-WINTER CALIFORNIA FASHIONS Daytime, cocktail and ever and buyers, by invitation by appointment. Contact: | (IOS ANGELES, CALIF.) ning fashions for Fall an . Thereafter in private | LE CHATEAU d Winter. For press |
| Thursday June 2- June 15 | OPENING OF FALL COUTURE COLLECTION Showing of complete Fall | (LOS ANGELES, CALIF.) | |

appointment. Contact: EL. 5-2600.

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| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|--|--|--|
| Thursday June 2- June 30 | SHOWING OF ENGLISH SPORTSWEAR Envoys of England will sh sweaters, coats, suits, s appointment. Contact: N | hoes and handbags, styled | by Nick Parker. By |
| June 3 | PREVIEW: FALL-WINTER FUR COLLECTION Carl Bernstein will present buyers. By invitation. | nt his Fall-Winter fur co | SHOWROOM - 9TH FLOOR llection for press and |
| June 3 | PREVIEW: FALL-WINTER FUR COLLECTION Ollie presents his Fall abuyers. By invitation. | nd Winter fur collection | SHOWROOM - 16TH FLOOR for press and resident |
| | PREVIEW OF FALL COLLECTION Showing also June 7, 8, 1 Anita Hoffman, WI. 7-4968 | | SHOWROOM - 9TH FLOOR |
| Friday June 3 3:00 P.M. Cocktails | | (1400 BROADWAY) Fall collection. Showing | 500 SEVENTH AVENUE at 3:30 P.M. By |
| Friday June 3 4:00 P.M. Cocktails | FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues 4:30 P.M. By invitation Contact: Kay Corinth, PL | (488 MADISON AVENUE) in a trends presentation only, for retail stores. | BALLROOM . Showing promptly at |
| June 3 | OHRBACH'S RELEASE DATE | Infants to pre-teens imp | orted summer fashions. |
| Beginning Saturday June 4- June 18 | ANNUAL EXHIBITION: FASHION AND DESIGN Exhibit of students, cover fashion illustrations and sponsored by fashion trade 5:00 P.M. Contact: Doron WEEK REGINN | layout techniques; prize e. Weekdays: 10:00 - 9:0 | (AT 52ND STREET) s to finished garments; designs from contests |
| Monday | PREVIEW: FALL AND | VOGUE KNITTING BOOK | SAVOY-HILTON HOTEL |
| June 6 | WINTER FASHIONS | (420 LEXINGTON AVENUE) | THE GOLD ROOM |

| Monday | PREVIEW: FALL AND | VOGUE KNITTING BOOK | SAVOY-HILTON HOTEL |
|-----------|-------------------|--|--------------------|
| June 6 | WINTER FASHIONS | (420 LEXINGTON AVENUE) | THE GOLD ROOM |
| 9:30 A.M. | | Fall-Winter collection of ha | |
| | | t, will be presented to the .00. Contact: Helen Bascom | |
| | | TOOL COMOGEO. HOLOH DEBECE | DC, 111. E-1,000 |

Monday PRESS PREVIEW: FALL- SOL SCHULMAN CO. 150 WEST 30TH STREET
June 6 WINTER FUR COLLECTION SHOWROOM - 9TH FLOOR
10:00 A.M. "Soleta" -- showing of Sol Schulman's Fall-Winter fur fashions to the
Breakfast press. Showing at 10:30 A.M. Commentator: Mia Grau. By invitation.
Publicity: Terry V. Seymour, 16 West 55th Street, PL. 7-9170.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|--|--|--|--|
| Monday June 6 2:00 P.M. | June 13 and 14 at 9:30, 1 | WARNER'S 3 and 9 at 10:00 and 2:00. 1:00, 2:00 and 3:30. Jun and 2:00. Contact: Adele | June 10 at 10:00. at 15 at 9:30, 11:00 and |
| Monday June 6 2:30 P.M. | PREVIEW OF FALL DRESS COLLECTION Preview of Frank Leone's time and evening fashions LO. 5-3250. Publicity: | FRANK LEONE, INC.; RAFFAELE ORIGINALS Fall collection of "Raffast designed by Raffaele. E Julia Berren Associates, | ele Originals" of day- by invitation. Contact: |
| Monday June 6 3:30 P.M. Cocktails | PREVIEW: FALL COUTURE FUR COLLECTION Preview of "Richard Scott For press and buyers, by | COOPCHIK-FORREST, INC. (333 SEVENTH AVENUE) "Fall fur collection des invitation. Contact: Mag | signed by Andre Fath. |
| Monday June 6 3:45 P.M. | | SAM FRIEDLANDER cess collection June 6, 7, | |
| Monday June 6 4:00 P.M. | Showing of Fall junior di | JUNIOR ACCENT, INC. resses and costumes, designinvitation. Contact: LC | gned by Violet Feigen. |
| Monday June 6 4:00 P.M. | COLLECTION | , 8, 9, 10 at 4:00 P.M. | ESPERANCE SHOWROOM |
| June 6 | FRESS PREVIEW OF FALL COLLECTION Press preview of Fall col tion. Contact: LO. 4-21 | llection designed by Donal | SHOWROOM - 2ND FLOOR |
| Monday June 6 4:30 P.M. Cocktails | IN PILE FABRICS Sidney Blumenthal's colle Deni Jr.; Dan Millstein; "Kilimanjaro" and "Sutton | SIDNEY BLUMENTHAL (ONE PARK AVENUE) ection of pile fabrics in Modelia and others. Also n Place". Hats by Emme an Rosemary Sheehan, MU. 5-1 | 1407 BROADWAY fashions by Annis; featuring fabrics ad John Frederics. By |
| Monday June 6 4:30 P.M. Cocktails | Preview of the Young View | | 500 CLUB 500 SEVENTH AVENUE By invitation. Contact: |
| Monday June 6 5:15 P.M. Cocktails | | ROSSINO-ANGELA aytime and evening Fall coinvitation. Contact: Mis | |

| | MONDAY, JUNE 6 | TUESDAY, JUNE 7 | WEDNESDAY, JUNE 8 | THURSDAY, JUNE 9 |
|--|-----------------------------------|--|--|--|
| 8:30 | | | | Highlander (P) |
| 9:15 | | David Levine | David Levine | David Levine |
| 9:30 | | Frank Gallant Lloyd-Schecter Modern Couture | Frank Gallant Lloyd-Schecter Modern Couture | Frank Gallant Lloyd-Schecter Modern Couture |
| 10:00 | | Jack Sarnoff Marquise Adele Simpson Ben Reig | Seymour Fox Jack Sarnoff Adele Simpson Ben Reig | Marquise Adele Simpson Ben Reig |
| 10:30 | Edward Abbott | Edward Abbott Rudolf Jane Derby | Edward Abbott David Hart Jane Derby | Edward Abbott Rudolf |
| or colored agents and a second agents and a second agent age | Leonard Arkin Seymour Jacobson | Leonard Arkin Seymour Jacobson Mort Schrader | Leonard Arkin Seymour Jacobson Mort Schrader | Leonard Arkin Seymour Jacobson |
| | David Crystal | David Crystal | David Crystal | David Crystal |
| 11:00 | | Arkay Junior Wragge | Arkay Junior Wragge | |
| 11:30 | George Carmel | Arthur Jablow | George Carmel | George Carmel |
| | Andrew Arkin | Abe Schrader Andrew Arkin | Abe Schrader Andrew Arkin | Abe Schrader Andrew Arkin |
| 11:45 | Icove & Young | Icove & Young Jobere | Icove & Young Jobere | Icove & Young |
| Noon | Countess Alexander Estevez | Alison Countess Alexander Estevez Louis Goldstein | Countess Alexander Estevez Louis Goldstein | Alison Countess Alexander Estevez Louis Goldstein Marie Krum (P) |
| | Lee Claire | Lanz Lee Claire Martini Designed Vera Maxwell | Lanz Lee Claire Martini Designed Vera Maxwell | Lanz Lee Claire Vera Maxwell |
| | | Nantucket Naturals Mollie Parnis | Mollie Parnis | Mollie Parnis |
| 1:00 | Teal Traina | Harvey Berin Teal Traina Mr. Mort (0) | Harvey Berin Teal Traina Mr. Mort Guy D (0) | Harvey Berin |
| | | Hannah Troy Talmack (0) Jr. Sophisticates | Hannah Troy Talmack Jr. Sophisticates | Hannah Troy Talmack Jr. Sophisticates |
| | | - (Continued on foll | lowing page) | -5- |

-5-

| | MONDAY, JUNE 6 | TUESDAY, JUNE 7 | WEDNESDAY, JUNE 8 | THURSDAY, JUNE |
|--------------|--|---|--|--|
| | terre constituent external as an anapara regiment en an a | | THE PARTIES OF THE PA | THORDAY, OUR |
| 1:15 | Nat Kaplan | Nat Kaplan Grabois | Oleg Cassini Nat Kaplan Frank Starr | Grabois |
| 1:30 | | | | |
| | | Highlight | Highlight | Highlight |
| 2:00 | Originala | Rappi Inc. Harry Frechtel | Originala Rappi Inc. Harry Frechtel | Originala Rappi Inc. |
| 2:30 | Arkin Editions Jamison Jerry Parnis Raffaele (P) Ira Rentner Hayette | Ceil Chapman Arkin Editions Jamison Jerry Parnis Ben Reig Ira Rentner Hayette Maurice Rentner | Ceil Chapman Jamison Jerry Parnis Ben Reig Ira Rentner Hayette Maurice Rentner Trigere (0) | Ceil Chapman Arkin Editions Jamison Jerry Parnis Ira Rentner Hayette Trigere |
| 3:00 | | Jerry Greenwald(0) Margot | Jerry Greenwald Margot | Jerry Greenwald |
| 3:45 | Sam Friedlander(0) | Sam Friedlander | Sam Friedlander | Sam Friedlander |
| 4:00 | Harmay | Richard Cole (0) | | |
| | Junior Accent (0) | Harmay McMullen | Harmay Dan Keller (P) Rosalie Macrini | Harmay Hayette (P) |
| | Clare Potter (0) Townley (P) | Clare Potter Townley | Clare Potter | Clare Potter |
| 4:30 5:15 | | | Sarmi (P) | Sarmi |
| 6:00 | | | | Anthony Blotta |

| Monday June 6 6:30 P.M. Dinner | ASSOCIATED FUR FASHION ASSOCIATED FUR WALDORF-ASTORIA FORECAST: 1960-61 MANUFACTURERS, INC. BALLROOM Theme "Golden Moments in Furs" Theatrical presentation of fashions in furs. Tickets: \$30.00. For buyers and merchandisers. Contact: J. George Greenberg, PE. 6-4858. Publicity: Nona Lou Greene, PL.9-1800. |
|---|---|
| Beginning Monday June 6 | OPENING: FALL HANDBAG JANA HANDBAGS INC. 17 EAST 37TH STREET COLLECTION SHOWROOM - 4TH FLOOR A wardrobe of daytime handbags in leather and novelty fabrics will be presented by Jana. For press and buyers at continuous daily showings. Publicity: Barbara Kling, 527 Lexington Avenue, PL. 3-1709. |
| Beginning Monday June 6 | OPENING: FALL-WINTER THE NAPIER CO. 530 FIFTH AVENUE SHOWROOM - 22ND FLOOR Showing of Napier fashion jewelry and boutique gift collection for Fall-Winter. Publicity: Kathleen Mundin, YU. 6-6633. |
| Beginning Monday June 6 | OPENING OF FALL ROYAL CRAFTSMEN, INC. 389 FIFTH AVENUE JEWELRY COLLECTION (LAGUNA) SHOWROOM - 11TH FLOOR Royal Craftsmen will present its Fall collection of Laguna's "Crown Jewel Look" in costume jewelry, to buyers and press, at continuous daily showings. Publicity: Barbara Kling, 527 Lexington Avenue, PL. 3-1709. |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|-----------------------------------|--|--|---|
| Beginning Monday June 6 | OPENING OF SPRING COLLECTION Continuous daily showings ensembles. For the trade Publicity: Florence Brok | | 417 FIFTH AVENUE SHOWROOM - 4TH FLOOR towels, kitchen stello, OR. 9-3026. |
| Beginning Monday June 6 | JEWELRY COLLECTION Trifari's Fall-Winter col | | SHOWROOM - 4TH FLOOR .ly showings. By |
| Beginning Monday June 6 | SHOWING OF ADVANCE FALL MILLINERY Frarian's advance Fall mi Peggy Lambert or Mr. Clau | | SHOWROOM - 6TH FLOOR |
| Beginning Monday June 6 | mere sweaters, ensembles | continuous daily showings and coordinates designed Ruth Jonas, LA. 4-7757. | of fur-trimmed cash- by Jules Leitman for |
| Monday June 6 - June 24 | Seventeen's Fall issues. | SEVENTEEN MAGAZINE all display of fashions an For store and buying exe ta Blanchard, PL. 9-8100. | cutives only, by ap- |
| 11:30 A.M. | PREVIEW: WALLPAPERS AND FABRICS "Old Fashioned Elegance W papers and fabrics. By i Hammer Associates, EL. 5- | (THOM NEVILLE) With A New Look"showing Invitation. Publicity: E | SHOWROOM of hand-printed wall- |
| June 7 | OPENING OF FALL JUNIOR COLLECTION Showing June 7, 8, 14, 15 | ARKAY JUNIOR FROCKS 5 at 11:00. Contact: Luc | 498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR Fille Haley, LO. 5-2626. |
| Tuesday June 7 - June 8 1:00 P.M. | JUNIOR COLLECTION | | |
| Tuesday June 7 1:00 P.M. | COLLECTION Fall collection designed | TAIMACK by John Moore, June 7, 8, Jo MacLeod, BR. 9-1195. | 530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR 9, 14, 16 at 1:00 P.M., |
| Tuesday June 7 2:30 P.M. | FUR COLLECTION "Une Collection Provocant by Arthur Schwartz. By i | FREDRICA FURS te" showing of Fall-Winter invitation. Trade showing to Contact: CH. 4-8685. hey, PL. 7-0955. | June 8 at 10:30 A.M. |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|--|---|
| June 7 | | and ensembles designed by 3:00 P.M. Contact: Jerr | SHOWROOM - 3RD FLOOR Betsy Daniels, beginning by Gilman, LO. 5-4850. |
| Tuesday June 7 3:00 P.M. | OPENING OF FALL JUNIOR FASHIONS Jeané Scott for Margot, a Lucille Haley, LO. 5-2626 | MARGOT, INC. showing June 7, 8, 14, 15 | 498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR at 3:00 P.M. Contact: |
| Tuesday June 7 4:00 P.M. | OPENING OF FALL COLLECTION Richard Cole's Fall colle | RICHARD COLE, INC. | 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR Contact: OX. 5-4760. |
| Tuesday June 7 4:00 P.M. | OPENING OF FALL COLLECTION Opening of McMullen's Fal Contact: OX. 5-4270. | | SHOWROOM - 20TH FLOOR |
| 4:00 P.M 6:00 P.M. | "BUSTLES TO MISSILES" FASHION CAVALCADE Celebration of McCall's 9 invitation; contact: Gai Lenore Bart, MU. 6-4600, | Oth anniversary (1870-196 | THE COLUMNS O). Press and trade by |
| Tuesday June 7 6:30 P.M. Dinner | DURING DINNER "Main Line Collection"T | ony Raphael's group of Su ladelphian. Showing in t contact: Mercia Grassi | mmer originals, especi- he Stratford Gardens, by PENNYPACKER 0700. |
| Beginning Tuesday June 7 | OPENING OF FALL DRESS COLLECTION Continuous daily showings WI. 7-0235. Publicity: | of Mardi Gras' Fall dres | 1385 BROADWAY SHOWROOM - 19TH FLOOR s collection. Contact: |
| Beginning Tuesday June 7 | OPENING OF FAIL JUNIOR COLLECTION Continuous daily showings designed by Frances Prise | TED BROWN, INC. of junior daytime and co o. Contact: PE. 6-2642. | 1400 BROADWAY SHOWROOM - 8TH FLOOR cktail fashions, |
| Beginning Tuesday June 7 | OPENING OF FALL COLLECTION Dorothy Dickerson will pr June 7-17 at 10:30 and 2: | esent her Fall collection | 19 WEST 57TH STREET SALON - 6TH FLOOR at daily showings embs, EL. 5-0989. |
| Beginning Tuesday June 7 | OPENING OF JUNIOR FALL COLLECTION Park Lane Juniors daytime dressy fashions. Continu | & PARK LANE DEBS back-to-school collectio | 1400 BROADWAY SHOWROOM - 28TH FLOOR n; and Park Lane Debs Ruth Elsinger, WI.7-0430. |
| Wednesday June 8 9:00 A.M. Breakfast | PRESS PREVIEW: FALL-WINTER FUR COLLECTION The James Terence Brady F Furs. Showing at 9:30 A. 16 West 55th Street, PL. | (STESSEL, WARE, PRINCE) all-Winter fur collection M. By invitation. Publi | SHOWROOM - 12TH FLOOR designed for Fantasia |
| | | The state of the s | -8- |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Wednesday June 8 9:00 A.M. Breakfast | | | SHOWROOM - 11TH FLOOR ters and ensembles at ation. Contact: Ruth |
| Wednesday June 8 11:00 A.M. | PREVIEW: FUR FASHIONS BY CONSTANTINO Press preview of Fall-Win Commentator: Mia Grau. | FUR CORP. | SHOWROOM - 11TH FLOOR ed by Constantino. |
| Wednesday June 8 - June 9 1:00 P.M. | OPENING OF FALL JUNIOR COLLECTION Guy D. will present his F invitation. Contact: Do | 'all collection, June 8 ar | |
| Wednesday June 8 2:30 P.M. | PRESS PREVIEW: WINTER FUR COLLECTION Preview of the Revillon W by appointment. Contact: | | |
| Wednesday June 8 2:30 P.M. | FALL COLLECTION BY PAULINE TRIGERE Showings June 8, 9, 14, 1 invitation. Contact: Es | 5, 16 at 2:30; and on Jun | SHOWROOM - 16TH FLOOR |
| Wednesday June 8 4:00 P.M. Cocktails | PREVIEW: FALL DRESS COLLECTION Preview of Fall dresses a tion. Thereafter at show | nd ensembles, for press a | nd buyers. By invita- |
| Wednesday June 8 4:30 P.M. | PRESS PREVIEW OF FALL COLLECTION Sarmi will present his Fa Thursday, June 9 at 4:30 527 Lexington Avenue, PL. | ll collection to the pres | SHOWROOM - 11TH FLOOR s. Showing for buyers, |
| Wednesday June 8 4:30 P.M. Cocktails | "VOTE THE FUR PARTY" Presentation of furs by m tion. Contact: Peter Ni | | FASHION INST. OF TECH. 227 WEST 27TH STREET Association. By invita- |
| Wednesday June 8 7:00 P.M. Dinner | FASHION SHOW AND DINNER FOR BUYERS "The 10th Anniversary Sil Contact: Grace Beller, M Eleanor Lambert, 785 Fift | k Show (1950-1960)." For W. 3-7197. Publicity: H | BALIROOM buyers, by invitation. |
| Wednesday June 8 8:00 P.M. | PRESS PREVIEW OF FALL COLLECTION Preview for press of Scaa Maxwell-Gray, 527 Lexingt | | SALON |
| Thursday June 9 8:30 A.M. Breakfast | PREVIEW OF FALL LEATHER COATS Highlander will preview t invitation. Publicity: | (1410 BROADWAY) heir Fall collection of 1 | 500 SEVENTH AVENUE eather coats. By |

| DATE | WHAT'S GOING ON GIVEN BY | Ī | VHERE | | |
|--|---|-------------------------------------|------------------------|--------------------------------------|--|
| Thursday June 9 9:30 A.M. | | ection to | SHOWROOM | 37TH STREET - 2ND FLOOR - By invita- | |
| Thursday June 9 10:00 A.M. | PREVIEW OF FALL- WINTER FUR COLLECTION Ben Kahn will present his Fall-Winter fur buyers. By invitation. Publicity: Maxw | collection | to the | press and | |
| Thursday June 9 12:00 Noon Luncheon | COUTURE COLLECTION Presentation of Maria Krum's couture dayt | ime, travel | SALON - 21 and ever | ND FLOOR | |
| June 9 | PREVIEW: FALL-WINTER SCHIAPARELLI FUR FUR COLLECTION Preview of Fall-Winter fur collection. By Brown, AL. 5-3035. Publicity: Alfred Day | y invitatio | SHOWROOM . | - 9TH FLOOR | |
| Thursday June 9 4:00 P.M. Cocktails | The fourth collection of fabulous furs for | r sport, to in Rome fo | RYSTAL PA | AVILLION el and | |
| Thursday June 9 4:00 P.M. Cocktails | | l collection R. L. Fo | on, with or press a | dresses and and resident | |
| Thursday June 9 6:00 P.M. Cocktails | PREVIEW OF FALL COLLECTION Anthony Blotta's daytime to evening clothed by Harry Winston jewels. By invitation. Ciraldo, CI. 5-2000. Anthony Blotta Publication. | ENUE) B es; also a Harry Wins | Special atton Publ. | group inspired | |
| Thursday June 9 10:00 P.M. Supper | COTILLION FOR "TEN BEST" GLAMOUR MAGAZINE DRESSED COLLEGE GIRLS (420 LEXINGTON A Tickets: \$20.00 each, for benefit of Insteducation. Contact: Eleanor Montville, I | titute of I | nternatio | DR LROOM onal | |
| 9:30 A.M. | PRESS PREVIEW: FALL- JOHN F. MORRIS, WINTER FUR COLLECTION Designed by S. Breslin Baker. Commentator Publicity: Terry V. Seymour, 16 West 55th | S: Mia Gra | HOWROOM - | 4TH FLOOR | |
| Friday June 10 4:00 P.M. Cocktails | PREVIEW OF FALL JUNIOR COLLECTION (498 SEVENTH AVE Fall collection designed by Betty Carol. after June 13, 14, 15, 16 at 2:00 P.M., in CH. 4-7373. Publicity: Eleanor Lambert, | By invitata showroom. | ion. Sho | wings there- | |
| Beginning Monday June 13 | OPENING OF FALL COLLECTION By appointment. Contact: MU. 2-5940 or Y | H 70. 6-7061. | OTEL SEYM O W. 45TH | OUR ST.SUITE 101 | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Beginning Friday June 10- June 26 | DISPLAY OF BRITISH BRITISH EXHIBITION N. Y. COLISEUM COLUMBUS CIRCLE Prince Philip, the Duke of Edinburgh, will open the display of British industrial and consumer products, arts and science. Tickets: Adults-\$1.50; children- 75¢. Press preview: Thurs., June 9 at 10:00 A.M. By invitation. Publicity: M. Oppenheimer at A. A. Schechter Assoc., MU. 7-1150. Beginning June 17-July 4 at Madison Sq. Garden, a British Military Tournament and Tattoo. Tickets: \$2.00- \$7.00. Publicity: Martin Feinstein, CI. 5-0500. | | |
| Monday June 13 5:00 P.M. Cocktails | LINGERIE FASHIONS Burlington Tricot Fabrica | BURLINGTON TRICOT FABRICS CO. s will present lingerie by invitation. Publ.: Maxw | CRYSTAL PAVILLION Leading manufacturers. |
| Tuesday June 14 3:30 P.M. Tea | Miss May will present her | MISS MAY (19 WEST 57TH ST.) Fall hat collection to p ss Doris, PL. 1-4262. Pu | ress and buyers. By |
| Tuesday June 14 3:30 P.M. | WEAR FUR COLLECTION Ready-To-Wear fur collect | RITTER BROTHERS ion, followed by cocktail 2:30, by appointment. Pub | SHOWROOM - 13TH FLOOR s. By invitation. |
| Wednesday June 15 9:30 A.M 12:00 Noon Brunch | PREVIEW: PRECIOUS AND SEMI-PRECIOUS JEWEIRY "Fabulous Firsts"Imperi precious stones and gold- invitation. Publicity: A | al's Fall jewelry fashion filled designs. For pres | s of cultured pearls, s and retailers. by |
| Wednesday June 15 11:00 A.M. | MADE IN ROME "Fontana Jet Collection"- wedding gowns made in Rom | FONTANA -transported by Alitalia. e. Six Italian models wi By invitation. Publicity | ll arrive with the |
| Wednesday June 15 4:00 P.M. Cocktails | PREVIEW OF FALL MATERNITY FASHIONS Stork Style will present Hair colours by L'Oreal o Thereafter at showroom 14 Publicity: Terry V. Seym | MATERNITIES their Fall collection for f Paris. Showing at 4:30 00 Broadway. Contact: Pe | 3 EAST 53RD STREET press and buyers. By invitation. |
| Wednesday June 15 7:00 P.M. | FALL BRIDAL SHOW FOR CUSTOMERS Showing of Macy's Fall Br Contact: Bridal Dept., O | idal collection. By admi: | HOTEL ASTOR BALLROOM ssion ticket only. |
| Thursday June 16 10:00 A.M. Breakfast | FALL AND WINTER BRIDAL PREVIEW Martin's will preview bridgine 20). Customer show, at Garden City Hotel. Pu | dal fashions. By invitat: June 20 at 6:30 P.M., St | . George Hotel; June 27 |

| DATE | WHAT'S GOING ON | SIVEN BY | WHERE |
|-------------------------------------|--|--|--|
| Thursday June 16 4:00 P.M 6:00 P.M. | AND FASHION EDITORS I News conference introducing | WELENE CURTIS INDUSTRIES, INC. Helene Curtis' "The Ne Publicity: Annette Gre | BALLROOM W Plush Leg Look" of |
| 9:00 A.M.; | Friday AMERICAN READY-TO- THE FASHION GROUP, INC. WALDORF-ASTORIA June 17 WEAR, FALL, 1960 (9 ROCKEFELLER PLAZA) BALLROOM 9:00 A.M.; Report by Miriam Neubert Purdy of Henri Bendel. Co-Chmn: Babs Simpson and Helen Cutler. Prices: Breakfast: \$6.00 (members); \$10.00 (guests Luncheon: \$8.00 (members), \$15.00 (guests). Contact: CI. 7-3940. | | |
| Monday June 20 4:00 P.M. | COLLECTION (| er Fall-Winter daytime, es to the press and buye | cocktail and evening ers. By invitation. |
| June 21 | Tuesday June 21 30:00 A.M. Coffee PREVIEW: WEDDING GOWNS TAILORED WOMAN TAILORED WOMAN YOUNG THIRD FLOOR THIRD F | | |
| Tuesday June 21 4:00 P.M. | PRESS PREVIEW OF CIFALL MILLINERY NITHE Dior Fall millinery coll By invitation. Publicity: | EW IORK, INC. lection will be previews | SHOWROOM - ROOM 1203 |
| Wednesday June 22 4:30 P.M. | WINTER COLLECTION (1 | BEVERLY HILLS, CAL.) | the press. By invita- |
| Thursday June 23- June 24 | me 23- LEATHER SHOW OF AMERICA, INC. BALLROOM | | |
| Tuesday June 28 10:00 A.M. Coffee | FALL MILLINERY | ent buyers of the Vincen | 331 EAST 65TH STREET SALON t-Harmik Fall millinery , LE. 5-0846. |
| June 30 | PREVIEW OF FALL MR MILLINERY COLLECTION Mr. John's Fall collection o tion. Publicity: Joseph Ma | of millinery for press a | 24 WEST 57TH STREET SALON - 7TH FLOOR nd buyers. By invita- |
| July 4 | INDEPENDENCE DAY - Legal Holiday (Monday) | | |
| Beginning Monday July 25 | CHAMERE SYNDICALE DE LA COUT Contact: Chambre Syndicale, | TURE PARISIENNE 102 Rue du Faubourg, S | PARIS, FRANCE t-Honore, Paris. |

| JANUARY | FEBRUARY | MARCH |
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| APRIL | MAY | JUNE |
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| JULY | AUGUST | SEPTEMBER |
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| OCTOBER | NOVEMBER | DECEMBER |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |